

Middle School Initiative

**PART I
COVER SHEET**

CAP 4 SEMESTER 2 WEEK 4 & 5

COURSE: Public Affairs Officer Staff Duty Analysis, Achievement 11

LESSON TITLE: Interview and Submitting a Report for Publication

LENGTH OF LESSON: 160 Minutes

METHOD: Lecture and Performance

REFERENCE(S):

1. CAPR 190-1, *Guide to Civil Air Patrol Public Affairs*, Volume I, Chapter 10, 1 May 00
2. CAPR 20-1, *Organization of Civil Air Patrol*, Part III, Page 39, 29 May 00
3. CAPP 201, *Public Affairs Officer Specialty Track Study Guide*, 15 Jan 00

AUDIO/VISUAL AIDS/HANDOUTS/ACTIVITY MATERIAL(S): None

COGNITIVE OBJECTIVE: The objective of this lesson is for each cadet to learn the differences between conducting an interview and writing about it and writing about an event.

COGNITIVE SAMPLES OF BEHAVIOR: Each cadet will make a selection of a person to be interviewed. This person may be another cadet, a senior member in their unit, or someone in the school.

AFFECTIVE OBJECTIVE: The objective of this lesson is to learn how to conduct an interview and write a report of it for publication.

AFFECTIVE SAMPLES OF BEHAVIOR: Each cadet will willingly conduct an interview and write a report of it for publication.

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PART II TEACHING PLAN

Introduction

ATTENTION: What is an interview? What makes a person a good interviewer? Do you think you are a good interviewer? Shall we find out if you are?

MOTIVATION: In this class we will discuss the art of interviewing and then you will interview someone and write a report of it for publication. I am sure you will pick someone very interesting to interview. Let's begin!

OVERVIEW: In Achievements 9 through 16, staff duty analysis is part of the leadership training. In this fourth lesson on public affairs officer, the cadets will conduct an interview and write a report of the interview for publication.

Body

MP 1 How to Conduct an Interview. One of a journalist's most important skills is the ability to interview someone and get a good story. At least three-quarters of all newspaper copy results from interviews, according to Robert Reilly, journalism professor at the University of Nebraska at Omaha, public relations man and former journalist. Here are some interview do's and do not's to practice, as recommended by Mr. Reilly.

Decide what you want to write about. Then research. Background the person and subject thoroughly, by using clippings and other articles and talking to friends. Know the language of your subject.

Go after the interview. Ask for it and persist. Plan the interview. Set a theme and frame directed questions. Hold the interview in a place that is comfortable and familiar to the interviewee. Dress appropriately and be punctual.

Reports are advised to record and take notes, with the permission of the interviewee. Learn to remember. Sometimes you may not be allowed to record or even take notes. In that case, immediately after the interview, write out everything you can remember.

Learn to listen. Listening is the most important job of the interviewer. Give the person time to answer. Wait for a complete answer. Stimulate rapport and conversation with the interviewee. During the interview, reassure the subject that the interview is going well. Convince the person of the importance of the subject and the story.

Ask follow-up questions. Keep them short. Ask any questions to help you (and the reader) understand. Ask "how" and "why" questions. Asks for anecdotes and examples.

Tell the story with details. Note and report the interviewee's surroundings, the status and life-style symbols. Throughout the interview, listen and look for leads.

The **Do Not List** is short:

- Do not break a confidence.
- Do not try to impress the interviewee with what you know. Don't tell all you know.
- Avoid questions that call for "yes" or "no" answers.
- Do not guess at anything. Call back to verify what was said or to check facts.

Interviewing is a skill that can be improved by reading interviews to study what questions got the quotes or the facts. Recommended: Bob Greene's book, *"Johnny Deadline, Reporter."* Greene is a nationally syndicated columnist of the Chicago Sun-Times. (Courtesy of "SAC PRESS SERVICE.")

MP 2 **Instructor's Note:** During the remainder of the class period, have each cadet select someone to interview, conduct the interview, and write the report of the interview for publication. The report of the interview should be submitted to the unit PAO for publication, if applicable. Discuss and review the interviews as a group as time permits.

Conclusion

SUMMARY: This class period was spent in learning how to conduct an interview, interviewing someone, and writing a report on that interview for publication.

REMOTIVATION: There are many ways to learn how to become a good interviewer. Reading interviews, watching interviews on TV, or listening to interviews on the radio are good ways to learn the art of interviewing.

CLOSURE: The next staff duty analysis will be a review of the Public Affairs Officer SDA. Beginning in three weeks, we will start the review of leadership labs and aerospace education material, preparing for the Earhart Award Test.

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**PART III
LESSON REVIEW**

LESSON OBJECTIVE(S): The objective of this lesson was to learn how to conduct an interview and write a report of it for publication.

LESSON QUESTIONS: None